

Landscape  
Forecast

Price Model Table

~~Full Margin~~ Full Margin Retail price Change

	1989	1988
MFG. LIST PRICE (PER 1000)	\$ 45.51 ✓	\$ 40.73 ✓
LESS 3.25% <del>TERMS</del> DISCOUNT	<u>1.48</u>	<u>1.32</u> ✓
COST TO DISTRIBUTOR	\$ 44.03	\$ 39.41
ADD: WEIGHTED AVG. S.E.T.	\$ 10.97 ( <del>21.5%</del> )	\$ 9.20 ( <del>18.4%</del> ) ✓
DISTRIBUTOR MARK-UP (5.0%)	<u>2.75</u>	<u>2.43</u>
COST TO RETAILER	\$ 57.75	\$ 51.04
RETAIL MARK-UP (23.2% weighted avg)	\$ <del>13.42</del> <del>71.17</del>	\$ <del>11.86</del> <del>62.90</del>
ADD: SALES TAX (5.19% weighted avg)	<u>3.69</u>	<u>3.26</u> ✓
Sub total	\$ 74.86	\$ 66.16
<del>Less: Coupon (2.46¢ per pack)</del>	<del>1.23</del>	<del>1.23</del>
Less: Coupon (2.46¢ per pack)	<u>1.23</u>	<u>1.23</u> ✓
Price per 1000	\$ 73.63 ✓	\$ 64.93
% change vs. 1988	13.4%	

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